

## TIME National

Rate Base: 4,000,000

The world's most influential, most authoritative and largest circulation newsmagazine. Available weekly.

UNIT	B&W	2- OR 4-COLOR
Page	\$ 167,250	\$ 223,000
Cover 4	N/A	301,100
Cover 2 + Pg 1 Spread	N/A	479,450
2 Columns	142,200	189,600
1/2 Page Horizontal*	117,075	156,100
1/2 Page Horizontal Spread	234,150	312,200
1 Column	75,300	100,400
1/2 Column	50,175	66,900

\*Subject to availability.

## TIME Business

Rate Base: 1,800,000

TIME Business offers the largest U.S. all-business circulation and reaches only subscribers qualified individually by job title or qualified business households. All circulation verified by ABC. Provides in-depth reach of top, middle and technical management and professionals in all 50 states. Available 32 times in 2004.

UNIT	B&W	2- OR 4-COLOR
Page	\$ 103,500	\$ 138,000
2 Columns	87,975	117,300
1/2 Page Horizontal*	72,450	96,600
1/2 Page Horizontal Spread	144,900	193,200
1 Column	46,575	62,100
1/2 Column	31,050	41,400

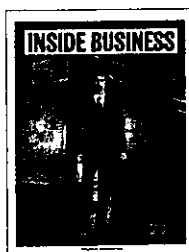
\*Subject to availability.

Rates are based on subscription circulation only.

## Inside Business

Rate Base: 1,800,000

TIME's Inside Business section delivers supplemental business editorial exclusively to TIME Business subscribers. It provides advertisers with adjacencies to relevant business edit written by TIME editors. Inside Business examines major business events — the latest ideas in technology, management and workplace trends, along with financial forecasts, and small-business success strategies. Available monthly. For rates, see TIME Business above.



Calendar & Closings: In front pocket.

## TIME Global Business

Rate Base: 1,000,000

TIME Global Business is a self-contained magazine bound center-spread into TIME and is dedicated to showing U.S. companies of all sizes how to seize new opportunities in global business and e-commerce. TIME Global Business is delivered to a rate base of 1,000,000 subscribers with top management or technical job titles. Subscribers are qualified individually by job title or subscriber household. Provides advertisers with adjacencies to relevant business edit. Available monthly.

UNIT	B&W	2- OR 4-COLOR
Page	\$ 78,750	\$ 105,000

## TIME Top Management

Rate Base: 800,000

Nationwide circulation exclusively to CEOs, presidents, chairmen, other titled officers, owners, partners and department heads/managers/supervisors. Reaches only subscribers qualified individually by these job titles or subscriber households. Available 21 times in 2004.

UNIT	B&W	2- OR 4-COLOR
Page	\$ 71,250	\$ 95,000
2 Columns	60,600	80,800
1/2 Page Horizontal*	49,875	66,500
1/2 Page Horizontal Spread	99,750	133,000
1 Column	32,100	42,800
1/2 Column	21,375	28,500

\*Subject to availability.

Rates are based on subscription circulation only.

## TIME Gold

Rate Base: 1,000,000

TIME Gold is a targeted edition with edit of interest to upscale, mature adults. Subscribers with someone in the household aged 50+ and with the highest incomes are selected to create this audience of affluent, maturing baby boomers (median age 55). Monthly features written by TIME editors uniquely for this edition include travel, personal finance, health, new careers and celebrity profiles. Available 12 times a year.

UNIT	B&W	2- OR 4-COLOR
Page	\$ 54,000	\$ 72,000
2 Columns*	45,900	61,200
1/2 Page Horizontal*	37,800	50,400
1/2 Page Horizontal Spread*	75,600	100,800
1 Column*	24,300	32,400

\*Subject to availability.

Rates are based on subscription circulation only.

Discount Schedule: See page 11. Bleed Charge: Add 15% to rates.

RECEIVED

2004 JUN 14 P 3:32

POSTAL RATE COMMISSION  
OFFICE OF THE SECRETARY

**TIME Women**

Rate Base: 1,300,000

A female-targeted edition that delivers a circulation of 1.3 million subscribers. Available 12 times a year.

UNIT	B&W	2- OR 4-COLOR
Page	\$ 58,500	\$ 78,000

**Connections**

Rate Base: 1,300,000

This female-focused editorial appears in the pages of *TIME Women* and is written by *TIME* editors. Entitled "Connections," it addresses the interests of smart, affluent mothers and managers who are readers of *TIME*. Available six times a year. For rates, see *TIME Women* above.

**TIME Luxury**

Rate Base: 600,000

*TIME Luxury* is a targeted edition reaching *TIME*'s most affluent and style-savvy readers--subscribers living in high-income households or ZIP codes, those likely to have an interest in fashion or those subscribing to *InStyle*. Available two times a year.

UNIT	B&W	2- OR 4-COLOR
Page	\$ 47,250	\$ 63,000

**TIME Style & Design**

Rate Base: 600,000

Issue Dates: Feb. 16, May 3 (U.S. only), Sept. 13 and Nov. 22 (U.S. only)

Four new issues from the editors of *TIME* will explore how the latest trends in design influence the way we dress and live. These oversized, glossy issues will be delivered with the regular magazine via polybag to the *TIME Luxury* rate base.



UNIT	B&W	2- OR 4-COLOR
Page	N/A	\$ 72,000*

\*Regardless of bleed or coloration.

Discount Schedule: See page 11. Bleed Charge: Add 15% to rates.

**TIME For Kids**

Circulation: 4,000,000

The leading weekly magazine for kids produced by a major news organization, drawing from worldwide news bureaus and award-winning journalists and photographers. Marketed directly to kindergarten through sixth-grade teachers for classroom use. *TIME For Kids* has three editions: *The Big Picture* (grades K-1), *News Scoop* (grades 2-3) and *World Report* (grades 4-6). Regular issues do not accept traditional advertising; however, custom-sponsored programs are available.

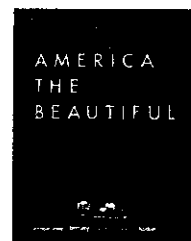
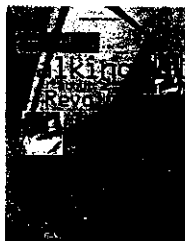
For more information, contact Amy Dunkin at 212-522-6920 or amy\_dunkin@timeinc.com.

**Special Advertising Sections**

Special sections allow advertisers to reach *TIME*'s audience in a customized environment that supports and reinforces marketing strategy or promotion efforts. *TIME*'s special advertising sections have won numerous awards and consistently deliver high readership scores.

Ad Section	Issue Date	On Sale	Ad Close	Edition
CARDIO HEALTH	Feb. 16	Feb. 9	Dec. 22	National
WIRELESS ENTERPRISE	Mar. 22	Mar. 15	Jan. 16	Business
DIABETES EPIDEMIC	Mar. 29 Nov. 1	Mar. 22 Oct. 25	Feb. 2 Sept. 7	National
NATIONAL PARKS	Apr. 19	Apr. 12	Feb. 23	National
HEALTH BRIEF	May 3 Oct. 4	Apr. 26 Sept. 27	Mar. 15 Aug. 16	National
SMALL BUSINESS	May 17	May 10	Mar. 15	Business
BUSINESS TRAVEL	June 7	May 31	Apr. 5	Business
FAMILY HEALTH	July 12	July 5	May 17	National
HEALTHY AGING	Sept. 13	Sept. 6	July 19	National
NADA	Nov. 8	Nov. 1	Sept. 13	National
LIFESTAGES/ FINANCIAL PLANNING	Nov. 22	Nov. 15	Sept. 20	Business

Issue dates subject to change.



Calendar & Closings: In front pocket.

## Geographic Editions

## SPOT MARKET EDITIONS

TIME Spot Market Editions are defined to coincide geographically with existing DMAs as closely as circulation distribution will allow. The following are single-edition rates only. See page 10 for multi-edition rate computation.

## SPOT MARKET: GROUP I

CITY	RATE BASE* (000)	PAGE B&W	PAGE 2- OR 4-COLOR
Boston	135	\$ 16,958	\$ 22,611
Chicago	160	16,958	22,611
Detroit	100	16,958	22,611
Los Angeles	265	20,862	27,816
Miami	85	16,958	22,611
Minneapolis/St. Paul	73	16,958	22,611
New York	380	27,692	36,923
Philadelphia	152	16,958	22,611
San Francisco	165	16,958	22,611
Washington, D.C.	115	16,958	22,611

\*Rate bases include newsstand circulation.

## STATE EDITIONS (Including D.C.)

The following are single-edition rates only.  
Rates are based on subscription circulation only.

STATE	RATE BASE (000)	PAGE B&W	PAGE 2- OR 4-COLOR
Alabama	42	\$ 16,958	\$ 22,611
Alaska	10	16,958	22,611
Arizona	65	16,958	22,611
Arkansas	27	16,958	22,611
California*	550	37,689	50,252
Colorado	65	16,958	22,611
Connecticut	75	16,958	22,611
Delaware	12	16,958	22,611
Washington, D.C.	14	16,958	22,611
Florida	220	18,159	24,212
Georgia	86	16,958	22,611
Hawaii	22	16,958	22,611
Idaho	14	16,958	22,611
Illinois	185	16,958	22,611
Indiana	74	16,958	22,611

\*Rate base includes newsstand circulation.

STATE (continued)	RATE BASE (000)	PAGE B&W	PAGE 2- OR 4-COLOR
Iowa	34	\$ 16,958	\$ 22,611
Kansas	35	16,958	22,611
Kentucky	37	16,958	22,611
Louisiana	39	16,958	22,611
Maine	22	16,958	22,611
Maryland	100	16,958	22,611
Massachusetts	126	16,958	22,611
Michigan	136	16,958	22,611
Minnesota	80	16,958	22,611
Mississippi	20	16,958	22,611
Missouri	65	16,958	22,611
Montana	14	16,958	22,611
Nebraska	22	16,958	22,611
Nevada	24	16,958	22,611
New Hampshire	24	16,958	22,611
New Jersey	150	16,958	22,611
New Mexico	25	16,958	22,611
New York	325	24,442	32,589
North Carolina	95	16,958	22,611
North Dakota	8	16,958	22,611
Ohio	148	16,958	22,611
Oklahoma	31	16,958	22,611
Oregon	50	16,958	22,611
Pennsylvania	185	16,958	22,611
Rhode Island	16	16,958	22,611
South Carolina	38	16,958	22,611
South Dakota	9	16,958	22,611
Tennessee	53	16,958	22,611
Texas	210	17,558	23,411
Utah	25	16,958	22,611
Vermont	12	16,958	22,611
Virginia	102	16,958	22,611
Washington	85	16,958	22,611
West Virginia	20	16,958	22,611
Wisconsin	81	16,958	22,611
Wyoming	8	16,958	22,611

Calendar & Closings: In front pocket.

Discount Schedule: See page 11. Bleed Charge: Add 15% to rates.

## 2004 Multi-Edition Rate Computation

### SPOT MARKET, REGIONAL AND STATE EDITIONS

The Multi-Edition Grid may only be used when an advertiser combines multiple spot market circulations or regional and state circulations for any single issue. Minimum cost is at the 200,000 circulation level. Same creative must be used in all editions, or a copy-split charge applies.

Use the following sequence for rate computation:

1. Add circulation of all editions to be purchased in a single issue.
2. In the Combined Circulation column, locate the range in which your combined circulation falls.
3. Read over to the last column to find the corresponding Base \$ Amount.
4. Multiply by the Marginal CPM, the difference between your combined circulation and the circulation at the Bottom of Range.
5. Add the resulting numbers from steps 3 and 4 to get the Page 4-Color open rate for your multi-edition buy.
6. Black & White rates are 75% of the 4-Color rate.

### 2004 MULTI-EDITION RATES

COMBINED CIRCULATION		2- or 4-COLOR	
BOTTOM OF RANGE	TOP OF RANGE	MARGINAL CPM	BASE \$ AMOUNT
0	- 199,999	-	\$ 28,950
200,000	- 299,999	\$ 80.09	28,950
300,000	- 499,999	78.79	36,959
500,000	- 699,999	77.49	52,717
700,000	- 899,999	76.19	68,215
900,000	- 1,099,999	74.88	83,453
1,100,000	- 1,299,999	73.58	98,429
1,300,000	- 1,499,999	72.28	113,145
1,500,000	- 1,699,999	70.98	127,601
1,700,000	- 1,899,999	69.67	141,797
1,900,000	- 2,099,999	68.37	155,731
2,100,000	- 2,299,999	67.07	169,405
2,300,000	- 2,499,999	65.77	182,819
2,500,000	- 2,699,999	64.46	195,973
2,700,000	- 2,899,999	63.16	208,865
2,900,000	- 2,924,999	61.86	221,497
2,925,000	- Up	-	223,000

## Dollar Volume Discount

To receive the following discount, the advertiser must request the discount on contract and/or insertion order.

For the purpose of calculating discounts, gross spending includes all spending for space in TIME unless otherwise specified; it does not include production premiums or other charges. This discount is based on an advertiser's total gross spending in TIME at the open rate during the advertiser's designated contract year.

An advertiser may establish any contract year of 52 consecutive issues. All space units and all editions may be combined for discounts except where otherwise specified. Should a contract year bracket two calendar years, the discount grid in effect at the beginning of an advertiser's contract year applies to the advertiser's entire contract year. Contact TIME for more information.

### U.S. 2004 DISCOUNT GRID

GROSS SPENDING (\$)	DVD (%)
0 - 399,999	0
400,000 - 699,999	2
700,000 - 1,199,999	4
1,200,000 - 2,199,999	6
2,200,000 - 3,599,999	8
3,600,000 - 4,999,999	10
5,000,000 + Up	12

Contact your sales representative for the 2004 International Discount Grid.

## TIME Inquiry Program (TIP)

TIP is a direct-response service that helps generate top-quality sales leads from TIME's highly selective audience. Available to TIME National and demographic edition advertisers.

	ISSUE DATE	Ad CLOSE
TIP Page with Card	March 15	January 26
	October 18	August 30
TIP Page	May 10	April 12
	December 6	October 18

## Research

### TIME OPINION LEADERS PANEL

TIME's Opinion Leaders online reader panel of 7,500+ readers is available to TIME advertisers for proprietary research. In addition to fast turnaround and targeted feedback, advertisers receive research expertise in developing their studies to be sure of meaningful and actionable results.



## AWARD WINNING EDITORIAL

### NATIONAL MAGAZINE AWARDS

- Finalist for General Excellence in 2002 and 1999

### PULITZER PRIZE NOMINEES

- Contributing Editor **Philip Caputo** won for investigative reporting and was a finalist for the National Book Award for *Horn of Africa*
- Contributing Editor **Bob Marshall** is the outdoors editor of the New Orleans *Times-Picayune*, where he won in 1998
- Contributing Shooting Editor, **Bob Brister**, has won many gun-writing awards and has been inducted into the sporting Clays Hall of Fame

### 2003 EXCELLENCE IN CRAFT AWARD WINNERS

- Big Game Hunting Contest Sponsored by Leupold & Stevens
  - First Place Radio Category
- Small Game Hunting Contest Co-Sponsored by National Rifle Association and NRA Foundation
  - Second Place Radio Category
- Technical Contest Sponsored by Outdoor Writers Association of America
  - Second and Third Place Radio Category
- President's Choice Awards
  - FieldandStream.com Art/Photo Category

### EDITOR ACCOLADES

- David E. Petzal**, Deputy Editor of *Field & Stream* magazine, was awarded the 2002 Leupold Jack Slack Writer of the Year Award

- Philip Bourjaily**, Shooting Editor of *Field & Stream* magazine, was the recipient of Ducks Unlimited's 1997 Wetlands Conservation Achievement Award for his writing on the mid-continental snow goose population crises.



## NATIONAL ADVERTISING • \$ RATES PER PAGE

Effective February 2004

4/Color	Full Page	2/3 Page	1/2 Page	1/3 Page
OPEN RATE	\$101,800	\$ 84,700	\$ 63,600	\$ 42,500
3X	88,500	82,200	61,700	41,100
6X	95,500	79,700	59,800	40,000
10X	93,500	78,000	59,500	39,000
12X	91,400	76,200	57,100	38,200
15X	89,400	74,600	56,000	37,400
18X	87,400	73,000	54,700	36,500
24X	83,300	69,500	52,200	34,800
36X	77,300	64,400	48,300	32,200

2/Color	Full Page	2/3 Page	1/2 Page	1/3 Page
OPEN RATE	\$ 88,400	\$ 73,700	\$ 55,300	\$ 36,900
3X	85,700	71,500	53,600	35,800
6X	83,100	69,300	52,000	34,700
10X	81,400	67,800	50,800	34,000
12X	79,800	66,400	49,800	33,200
15X	77,800	64,900	48,700	32,500
18X	76,100	63,500	47,800	31,900
24X	72,500	60,500	45,400	30,300
36X	67,900	56,100	42,100	28,100

B&W	Full Page	2/3 Page	1/2 Page	1/3 Page
OPEN RATE	\$ 81,300	\$ 67,800	\$ 50,900	\$ 33,900
3X	78,800	65,700	48,300	32,900
6X	76,400	63,700	47,000	31,900
10X	74,800	62,400	46,800	31,200
12X	73,200	61,000	45,800	30,500
15X	71,600	59,700	44,800	29,900
18X	70,000	58,400	43,800	29,200
24X	66,700	55,600	41,700	27,300
36X	61,900	51,600	38,700	25,300

Covers	Cover 2	Cover 3	Cover 4
OPEN RATE	\$116,900	111,800	132,100
3X	113,300	108,400	128,200
6X	108,800	105,000	124,100
10X	107,500	102,800	121,600
12X	106,100	100,600	118,900
15X	102,900	98,400	116,300
18X	100,600	96,200	113,900
24X	95,900	91,700	108,400
36X	88,900	85,000	100,400

### Bleed:

Available on all ROB units one-third page or larger; add 10% to the gross rate. No charge for gutter bleed on two facing pages.

### Discounts:

Mail Order/Direct Response 20% ROB Space only  
Concurrent 2.5% Space in *Outdoor Life* in the same issue

All rates gross. Rates subject to change

ADVERTISING RATES



## RATES

B & W	1X	4X	8X	12X
Full Page	\$3335	\$3085	\$2840	\$2470
2/3 Page	\$2635	\$2440	\$2245	\$1950
1/2 Page	\$2335	\$2160	\$1990	\$1730
1/3 Page	\$1670	\$1545	\$1420	\$1235

FOUR COLOR	1X	4X	8X	12X
Full Page	\$5,075	\$4,858	\$4,055	\$3,525
2/3 Page	\$4,010	\$3,620	\$3,205	\$2,785
1/2 Page	\$3,550	\$3,210	\$2,840	\$2,470
1/3 Page	\$2,540	\$2,295	\$2,030	\$1,765

COVERS	1X	4X	8X	12X
Inside Front	\$6280	\$6155	\$5445	\$4735
Inside Back	\$6315	\$5700	\$5040	\$4385
Back	\$6985	\$6300	\$5575	\$4850

### MOTO MALL

TransWorld Motocross offers our special Moto Mall selection for the companies on a tighter budget. This special advertising section allows your company to reach hundreds of thousands of potential customers at a very affordable rate. Moto Mall is a great tool for maintaining visibility and accessibility within the motocross community. Space is available in 1", 2", and 3" tall sizes. All Moto Mall ads are 2-1/8" wide. Rates are for color ads.

SIZE:	4X	8X	12X
1/6 page	\$650	\$585	\$500
1"	\$400	\$365	\$340
2"	\$315	\$275	\$250
3"	\$200	\$190	\$175

### DISCOUNTS

15% agency discount  
10% pre-pay discount

### MULTIPLE PAGE DISCOUNTS

(affects all pages that run in a single issue)

5% spread discount

3-4 pages: 7%

5-6 pages: 9%

7-8 pages: 11%

9+ pages: 13%

TransWorld Motocross offers a discount to advertisers currently on a full schedule in other consumer titles within the TransWorld Network (TransWorld Skateboarding, TransWorld Snowboarding, Ride BMX, Transworld BMX, Freeze, Transworld Surf.)

First title: 5%

Each additional title: 2%

## 2004 CIRCULATION PROJECTIONS

Newsstand Sales: 45,000

Subscriptions: 45,000

Total Circulation: 90,000

Each issue of TransWorld Motocross is received by over 4,500 Motorcycle shops!



Audit Bureau of Circulations

# BON APPÉTIT

AMERICA'S FOOD AND ENTERTAINING MAGAZINE

## 2004 GENERAL ADVERTISING RATES

RATES FOR JANUARY-JUNE 2004 ISSUES/RATE BASE 1.25 MM

### GENERAL ADVERTISING RATES

4/C	SIZE	1x	3x	6x	9x	12x	18x	24x	30x	36x	48x
	1 PG	83,625	81,116	79,444	76,935	74,426	72,754	71,081	70,245	69,409	67,736
	2/3 PG	66,895	64,888	63,550	61,543	59,537	58,199	56,861	56,192	55,523	54,185
	1/2 PG	50,170	48,665	47,662	46,156	44,651	43,648	42,645	42,143	41,641	40,638
	1/3 PG	34,865	33,819	33,122	32,076	31,030	30,333	29,635	29,287	28,938	28,241
	1/4 PG	24,045	23,324	22,843	22,121	21,400	20,919	20,438	20,198	19,957	19,476
	1/6 PG	18,120	17,576	17,214	16,670	16,127	15,764	15,402	15,221	15,040	14,677
2/C	SIZE	1x	3x	6x	9x	12x	18x	24x	30x	36x	48x
	1 PG	70,555	68,438	67,027	64,911	62,794	61,383	59,972	59,266	58,561	57,150
	2/3 PG	56,460	54,766	53,637	51,943	50,249	49,120	47,991	47,426	46,862	45,733
	1/2 PG	42,335	41,065	40,218	38,948	37,678	36,831	35,985	35,561	35,138	34,291
	1/3 PG	29,395	28,513	27,925	27,043	26,162	25,574	24,986	24,692	24,398	23,810
B/W	SIZE	1x	3x	6x	9x	12x	18x	24x	30x	36x	48x
	1 PG	58,665	56,905	55,732	53,972	52,212	51,039	49,865	49,279	48,692	47,519
	2/3 PG	46,925	45,517	44,579	43,171	41,763	40,825	39,886	39,417	38,948	38,009
	1/2 PG	35,185	34,129	33,426	32,370	31,315	30,611	29,907	29,555	29,204	28,500
	1/3 PG	24,440	23,707	23,218	22,485	21,752	21,263	20,774	20,530	20,285	19,796
	1/4 PG	16,855	16,349	16,012	15,507	15,001	14,664	14,327	14,158	13,990	13,653
	1/6 PG	12,720	12,338	12,084	11,702	11,321	11,066	10,812	10,685	10,558	10,303
COVERS		1x	3x	6x	9x	12x	18x	24x	30x	36x	48x
SECOND		100,355	97,344	95,337	92,327	89,316	87,309	85,302	84,298	83,295	81,288
THIRD		87,815	85,181	83,424	80,790	78,155	76,399	74,643	73,765	72,886	71,130
FOURTH		104,530	101,394	99,304	96,168	93,032	90,941	88,851	87,805	86,760	84,669

All Advertisers qualify for General Rate unless these Advertisers specifically qualify for one of the rate categories listed on magazine rate cards.

For bleed ads, add 15% to the above rates.

2/C rates apply for advertisements utilizing two process colors, or PMS colors converted to process colors. Any other combination will result in a surcharge, or in an invoice at the 4/C rate or higher. For further information regarding corporate rates, please contact Leslie Picard, VP, Corporate Sales, at 212.286.4465.



WE BRING  
MORE  
to the  
PARTY

\*Rates subject to increases with the July 2004 issue

1  
212-522-7214

**Reader's Digest - 2004 Rate Card (ALL RATES ARE GROSS)**

**Full Circulation: 10,000,000**

	<u>4 Color</u>	<u>Black &amp; One Color</u>	<u>Black &amp; White</u>
Full Page	\$221,600	\$198,230	\$193,790
Spread	\$443,200	\$396,450	\$387,580
3/4 Page	\$199,500	\$178,460	\$174,470
1/2 Page	\$133,000	\$118,970	\$116,310

**Half Circulation: 5,000,000**

	<u>4 Color</u>	<u>Black &amp; One Color</u>	<u>Black &amp; White</u>
Full Page	\$133,000	\$118,970	\$116,310

**Cover Rate**

Second Cover			\$277,000
Gatefold		Contact Your Sales Representative	
Third Cover			\$265,900
Gatefold		Contact Your Sales Representative	

**Family Plus: 5,500,000**

	<u>4 Color</u>	<u>Black &amp; One Color</u>	<u>Black &amp; White</u>
Spread	\$404,600	\$358,640	\$349,660
Full Page	\$202,300	\$179,320	\$174,830

**Mature: 4,500,000**

	<u>4 Color</u>	<u>Black &amp; One Color</u>	<u>Black &amp; White</u>
Spread	\$331,000	\$293,400	\$286,060
Full Page	\$165,500	\$146,700	\$143,030

**Regional Editions**

	<u>4 Color</u>	<u>Black &amp; One Color</u>	<u>Black &amp; White</u>
New England- 470,000	\$27,830	\$24,910	\$24,220
Metro New York- 280,000	\$16,330	\$14,620	\$14,210
Great Lakes- 1,280,000	\$59,620	\$53,360	\$51,870
Southern- 1,990,000	\$88,040	\$78,800	\$76,600
North Central- 1,430,000	\$64,050	\$57,330	\$55,730
Southwest- 920,000	\$47,010	\$42,080	\$40,900
Pacific- 1,200,000	\$56,050	\$50,170	\$48,770
Metro Los Angeles- 450,000	\$26,820	\$24,010	\$23,340
Mid-Atlantic- 990,000	\$50,290	\$45,010	\$43,760
Metro Chicago- 240,000	\$15,590	\$13,960	\$13,570

**Total Circulation: 9,230,000**

**Major Markets**

	<u>4 Color</u>	<u>Black &amp; One Color</u>	<u>Black &amp; White</u>
Boston- 130,000	\$13,700	\$12,270	\$11,920
Cleveland- 150,000	\$14,260	\$12,770	\$12,410
Detroit- 130,000	\$13,700	\$12,270	\$11,920
Philadelphia- 140,000	\$13,980	\$12,520	\$12,170
Pittsburgh- 120,000	\$13,390	\$11,990	\$11,650
San Francisco/Oakland- 160,000	\$14,540	\$13,020	\$12,650
Atlanta- 140,000	\$13,980	\$12,520	\$12,170
Tampa/St. Petersburg- 130,000	\$13,700	\$12,270	\$11,920
Dallas/Fort Worth- 170,000	\$14,820	\$13,270	\$12,900
Seattle/Tacoma- 150,000	\$14,260	\$12,770	\$12,410

**Total Circulation: 1,420,000**





**Infrastructure Effective Rates (Effective 1/1/2004)**

	1x	4x	10x	16x	24x	32x
Full page	\$ 10,700	\$ 38,800	\$ 84,000	\$ 118,800	\$ 158,000	\$ 176,000
1/2 Page horz & vert	\$ 8,800	\$ 27,600	\$ 60,000	\$ 83,200	\$ 108,000	\$ 118,400
1/4 Page	\$ 6,180	\$ 20,600	\$ 45,000	\$ 64,000	\$ 84,000	\$ 96,000
Strip Ad	\$ 6,400	\$ 22,400	\$ 48,000	\$ 68,800	\$ 88,800	\$ 99,200

**No discount for B&W ads**

Premiums Positions	20%
PMS color	\$1,800

**Net Cost Pricing** (Earned Rate + Discounts as Follows + Tip to Channel)

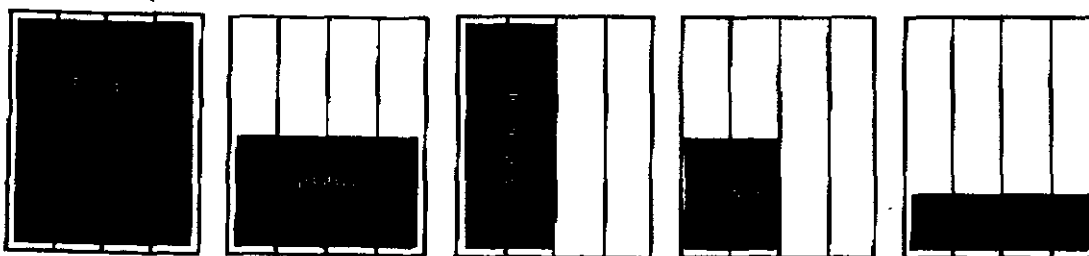
4 pages	25%	8 or more pages	50%
6 pages	30%	Tip in Charge	\$1,800

### Mechanical Requirements

AD TYPE	Non-Blood Size	Blood Size (304 safety program only*)	Trim Size
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### Insert Size Info

### Ad Size and Specs



### ad size and production specifications

### Digital Specifications:

**NOTE:** Data: Mac Formatted disks, Zip 100, CD-R, CD-RW. Please note that CD-RWMS must be formatted in ISO 9660 so as to be read by Mac OS. Submitted media must be clearly labeled. (No floppy disks accepted) One set ONLY per Disk Accepted.  
(Spreads can be on same disk BUT must be separated as two separate PDF files and marked for left and right, a combined file must also be sent.) E-mailed sets will not be accepted under any circumstances.

**LABEL REQUIREMENTS:** (size, date, advertiser name, contact name, and telephone number)

**FO NOTE: If you PDF files (made ONLY through Acrobat Distiller)  
No native application files accepted. PDF files MUST be made using  
Acrobat Distiller 5.0 (preferred) & 4.0 (3.0 will NOT be accepted)**

**THE WILDER PRE-DISTILLED BLUE PRINT NAME**

1. All fonts embedded (NOT True Type fonts accepted)
2. The correct mode (ie. CMYK or Grayscale)
3. Merged RGB or LAB or embedded color profiles. (ie. ICC profiles)
4. All spot colors MUST be converted to CMYK unless running 1, 2, or 3 color ads. NO tints with PMS colors accepted unless pre-ordered.
5. DPI must NEVER be included in the file. (see advanced tab in distiller)
6. Resolution: 300 DPI for all submitted images and files.
7. All ads must have position marks for non-bleed area and trim and bleed marks for bleed area.

**THE FOLLOWING ARE THE ONLY ACCEPTED PROOFS (NO COLOR ADS):**

1. Kodak APPENDIAL Proof
2. Matchprint DIGITAL H/T Proof
3. Fuji FINALPROOF

Only B/W ads can be submitted with camera proof.

**THE CORRECT SIZE PPO OF MUST ALWAYS BE**

PROOFS MUST BE CREATED WITH SWOPWeb Direct gains. Publication not responsible for verbiage between digital file, and any proof not listed above. Proof must be screened @ 120 line screen on publication base, color calibration SWOP Standards. Density max 280% 280%.

**BACKUP WORKFOLDERS:** In addition to the Hi res PDF, all supporting photos, illustrations, and scans must accompany each submitted ad. All submitted fonts must be for MAC OS (NO PC FONTS), and Postscript in nature, NO True Type fonts. Any stylized fonts in Quark WILL NOT be accepted. Illustrator files should have all fonts converted to outlines. All files must be saved to disc preferably in the Macintosh OS format. A disc directory and pre-press proof must accompany each ad file. All submitted images, and/or files must be converted to CMYK. A color proof of the digital files will be e-mailed if requested at cost to the advertiser or ad agency. All ads supplied without a color proof will have one made (time permitting) at advertiser or ad agency's expense. Since client will not be able to sign off on the proof made, the publication is not responsible for color or print.

Publication is not responsible for color or content of proofs or files that do not conform to the specifications listed. Please confirm file dates with the production department. If you have questions and/or problems with supplying a digital format, please contact the production department. Please note: Changes will be made to advertiser or agency art commercial rates for digital files that require a separate intervention. A color/content proof must be supplied. If media/digital file is to be returned, a self-addressed, stamped envelope with correct postage should be submitted.

For all other items not specified, call  
the Production Department at 212-508-4900/4905  
Ship materials to: Information Production Department  
c/o Records Service  
7th Floor  
New York, NY 10001

## Franchise First